

Have You Bought All The Liberty Loan Bonds You Can Possibly Carry?

# WAR LIBRARIES

OFFICIAL ORGAN OF THE WAR SERVICE COMMITTEE  
AMERICAN LIBRARY ASSOCIATION

VOL. I

124 East 28th Street, New York, October 10, 1918

NUMBER 4

## “HEY, FELLOWS!”

### The Call of Our Fighting Men Must Get Everybody Busy in the United War Work Campaign

“Hey, Fellows!”

That is the catch-line that tops the new A. L. A. campaign poster. It is aimed at “the man in the street,” and it has all the “punch” and “pep” and incisive directness of a bayonet-thrust or a sniper’s bullet. It is a short, sharp invitation to “come across.”

This is a short, sharp invitation to library workers to “come across” and get into the United War Work Campaign. Many of you are already in. Fine! That’s the stuff! This isn’t meant for you, then. But how about the rest of you?

Remember, our boys need books and we’ve undertaken to get the books to ‘em. We can’t do it unless *everyone* helps. We’ve got to get that three million and a half, and we can’t get that unless all the rest of the seven United organizations get their three or fifteen or thirty or a hundred millions. We who are in library service can’t sit back and “let George do it.” It is just as much our concern to get the money the “Y” and the Salvation Army and the Knights and the Jews want as it is to get our own little slice of the big fund.

“Hey, Fellows!” is an appeal to every one of us. We are all Fellows in this big drive. There never was such a Fellowship. Think of it! When was there ever a union of creeds and races, of men and women united in a common cause, inspired by a common purpose, like this? It is a Fellowship as broad as all America—yes, broader, for it is as broad as Humanity itself! It links mankind with the tie of a single purpose—to back up our boys to beat the Boche and win the war!

Are there any differences among us, of opinion, of belief, of creed or dogma or tradition? If such there be, let their discussion wait till the war is won. There is but one opinion to-day that carries weight, one belief all civilized peoples share in common, one creed to which we all subscribe, one tradition that is as a rock under all our feet. Let us forget everything else and give the best that is in us to the stupendous task in which we all must share.

It is not going to be easy. We are asking the people of America to give more money than was ever asked of

any people since time began—a veritable “king’s ransom”—One Hundred and Seventy Million Dollars! We are asking this princely gift on the heels of the largest loan ever floated by any government in all history. We are going to meet the plea of poverty, of “all tied up in Liberty bonds”; we are going to find people who won’t give because this or that or the other of the seven organizations is or does something they don’t approve of; we shall encounter many reluctant purse-strings, to untie which will take all the patience, all the perseverance, all the argument and all the emotional appeal of which the human will and the human spirit are capable.

If we go into this campaign firm in our rooted belief that we shall win, we *will* win; not otherwise. United in spirit and purpose as well as in words alone, we can confound the criticisms of the captious, show up the subterfuges of the slackers and go over the top with a fund big enough to back up our boys all the way to Berlin!

There isn’t a single, solitary, valid excuse for any man, woman or child in the United States to offer for failure to give to the United War Work Campaign—not one! To give is to do one’s bit; not to give is to hold one’s personal, petty interests higher than the only object any American has a right to hold as vital, the winning of the war.

Busy? Of course you’re busy. So are John D. Rockefeller and Frank Vanderlip and the rest of us. What on earth are you doing that’s so important you can’t drop it to help put this job across?

The help of the library workers of America has been pledged to the utmost of their power to make United War Work Campaign the greatest volunteer effort ever made by a Nation. In these pages you will find set forth, in variety and in detail, ways in which you—the individual *you*—can help. We are counting on you. The Y. M. C. A. is counting on you; the Y. W. C. A., the National Catholic War Council, the Salvation Army, the War Camp Community Service, the Jewish Welfare Board, all are counting on you.

“Hey, Fellows! Come on—let’s show them!”



## To Every Librarian and Library Worker:

Please read carefully the following statement about newspaper publicity.

It contains instructions and suggestions which, if followed out locally by librarians, will leave no one in the United States in ignorance of the aims and results of Library War Service.

It is particularly and especially urged upon every library worker in the United States, by the Library War Service Committee, that you do everything in your power to obtain the publication of items and articles in your local newspapers, referring to Library War Service. This applies in the smallest rural communities and in the largest cities, equally.

It is also most especially requested that you watch your local newspapers and send to National Campaign Headquarters, 124 East 28th Street, New York City, a clipping of every article, item or paragraph appearing which carries a reference of any kind to the war work of the American Library Association or to the United War Work Campaign.

These clippings will in large measure reflect the publicity activities of local library units and gauge the publicity results obtained by them. A file and classified record of these results will be kept at headquarters. After the campaign there will be a special article prepared for the *Library Journal* on the subject of Library War Service. Full credit will be given in this article to the libraries and librarians whose clippings, as forwarded to this office, show the best results. Due consideration will be given to such matters as population, number of newspapers in the community, etc., so that the comparison will be as nearly as possible a fair one.

Now is the time for library workers to demonstrate that library cooperation in the United War Work Campaign means something.

## NEWSPAPER PUBLICITY

BY FRANK PARKER STOCKBRIDGE

*National Director of Information*

Let me try to clear up all possible misunderstandings about newspaper publicity in relation to the United War Work Campaign. From the letters reaching this office daily it is apparent that there is much confusion of thought on this subject.

By request of the Secretary of the Treasury and the Chairman of the Commissions on Training Camp Activities, there has been no effort made to obtain newspaper publicity during the period of the Liberty Loan, beyond such matter as had been sent out for newspaper publication prior to the receipt of this request.

By mutual agreement and as a part of the basic plan of co-operation between the seven organizations which have combined in the United War Work Campaign, all general newspaper publicity matter relating to the campaign is sent out from United War Work Campaign Committee's national publicity offices. Publicity matter prepared by and relating to each of the organizations is being sent through this central committee to the press of the country, for publication after the Liberty Loan drive.

Some publicity matter is sent direct to newspapers; most of it, so far as it can be prepared in advance, is sent out through departmental, State and local publicity committees of the United War Work Campaign, who are charged with the duty of obtaining its insertion in the papers in their respective territories.

So far as the United War Work Campaign publicity

committee can do so, provision has been made for supplying copy to every newspaper in the United States for publication at some time or other, or continuously, during the three weeks between the close of the Liberty Loan campaign and the beginning of the United War Work Campaign.

Library workers can and should co-operate in obtaining the publication of this publicity matter emanating from United War Work Campaign headquarters. Much of it relates to Library War Service; more of it, naturally, relates directly to the work of the other six organizations. This is all interesting and the publication of any or all of it helps each and every one of the organizations in the United War Work Campaign.

### What Library Workers Can Do

Specifically, what those can do who are taking part in this campaign in behalf of Library War Service, is:

First, to check up with your State, district, county or local United War Work Campaign publicity committee and find out if the committee is receiving this publicity material;

Second, lend a hand in getting this publicity material distributed to the newspapers in your territory;

Third, use whatever influence you, your library, your library trustees and the friends of Library War Service can bring to bear on your newspapers to obtain the pub-



lication of this United War Work Campaign publicity matter on the scheduled dates.

You can do a great deal more than this, however.

The most valuable kind of publicity for this campaign, and the only kind of newspaper publicity that will amount to anything during the week of the campaign itself, and the few days immediately preceding it, will be the *local news* about United War Work Campaign in your own territory. The newspapers of Arkansas, for example, will be glad to print news about what the men and women of Arkansas are doing in the United War Work Campaign, how the campaign is being organized in the State, who the people are that are active in it, how much money the State is expected to raise, details of interesting methods or novel features that are to be introduced in the conduct of the campaign. Even more definitely is this the case when the news is local. The Little Rock papers, for example, want to print the news of what Little Rock is doing in the campaign.

It is the local publicity committee, after all, that must obtain the newspaper publicity upon which the success of the campaign depends. It is with your local United War Work Campaign committee that you, the library worker, can be of the greatest service.

### What Is Local News?

One of the ways in which librarians can contribute local news to local newspapers is indicated elsewhere in this issue of WAR LIBRARIES. It is local news that the librarian and the six or the six hundred members of his or her staff are taking part in the campaign, to begin with; it is local news that you have received word from the headquarters of Library War Service that more than 1,200,000 books have been shipped overseas, and more money is needed to buy more books. What makes this last local news is not the fact that more than a million books have been sent abroad but that *you*, the local librarian, have *received* that information.

Every issue of WAR LIBRARIES contains enough material for several good local news stories, in the hands of a librarian who has publicity sense—which is news sense. There is a news paragraph, for example, in the announcement that Miss Brown, the librarian at the public library, is going to receive from headquarters of Library War Service for distribution a quantity of beautiful card book-marks, printed in three colors, bearing the new emblem of Library War Service and telling about the service of books and reading matter to our soldiers, sailors and marines. There is another news item when you receive the book-marks and begin placing one in each book that goes out of your library. There is news in the adoption of the emblem of the open book bearing the initials "A. L. A."; there is lots of news in the information about Library War Service on the other side of the book-mark.

There is another form of newspaper publicity which is of especial concern in every community where there are

daily newspapers. This is the paid display advertisement, underwritten by local business men.

You have all seen the full-page, half-page and smaller advertisements of the Fourth Liberty Loan, just as you saw similar advertisements of the Red Cross last spring. These advertisements are prepared in National Headquarters and sent out to local committees, part of whose job it is to induce local business men to contribute their advertising space in their local papers for this purpose. A series of extremely attractive and interesting advertisements, dealing with and touching on the activities of all seven of the organizations in the United War Work Campaign, has been prepared at National Headquarters. "Copy" and mats for these are being sent out to local committees. Librarians can help to get these inserted in local newspapers by joining in the efforts to induce local merchants to subscribe the cost of their insertion.

### The Educational Campaign

So much for United War Work Campaign newspaper publicity. Related to, but in many respects quite distinct from, the campaign publicity, is the continuing campaign for the education of the public on Library War Service, what it is, and what it does. Here, too, the local library personnel can and must help.

There have been sent out to every library in the country and to newspapers, press clipping sheets entitled "Good Stories from Camp and Trench" and "More Stories from Camp and Trench." What have you done with these? You have given this material, or some parts of it, to your local newspapers, of course. But what have your newspapers done with it? Do you follow such matters up and ask your news editors to print these stories?

Every newspaper in the United States that is big enough to receive a telegraph news service has also received from this office a clipping sheet containing statistics about Library War Service and suggestions for editorials. The chief editorial writer of every newspaper ought to have the suggestion conveyed to him, by someone connected with his local library, that a subject which is interesting enough to call forth a half-page editorial in the *Philadelphia North American*, a strong editorial commendation from the *New York Tribune*, an editorial in the *Saturday Evening Post*, etc., etc., is surely worthy of comment in his own newspaper.

The book reviewer or literary editor of every newspaper in the United States that gives space to book reviews or literary criticism has received several articles specially calculated to appeal to readers of his department. Ask the literary editor of your local newspaper whether he has received these, and suggest that they are of real interest to his readers.

No go back to the beginning of this article and read the request at the head of it. Let's all pull together and show what the library personnel of the United States can do when it comes to publicity!



# The Strength of Each for the Good of All

BY WICKES WAMBOLDT

*National Campaign Director*

**F**ROM every section of the United States this office is receiving enthusiastic reports of the meetings which have been held in all the States and attended by delegates from the seven organizations participating in the United War Work Campaign. These reports indicate that a complete spirit of harmony and co-operation prevails. This attitude had its inception at National Headquarters, where the general leaders of all the organizations have been working in unison since the merger was requested by President Wilson. This same spirit has spread to the States and must continue down to the individuals in each locality in order that this campaign, which is the greatest of its kind in history, may come to a successful conclusion on November 18th.

The members of all seven organizations and their friends must think in terms of the United War Work Campaign and not in terms of any one organization. It is perfectly natural, for instance, for the members of the American Library Association to think of themselves as co-operating with the United Drive rather than being an integral part of it. The very readiness with which this thought can suggest itself emphasizes its danger. From now on we must think of this as a United Drive. We must consider ourselves as soldiers in one great army and respond with heartiness to our leaders, regardless of the organizations from which they are selected. In no other way can the sum of \$170,500,000 be raised.

As the participating organizations submerge differences of opinions there will be developed through this campaign a spirit of cooperation and team play that will be worth more than the money that the campaign will produce. No one who is in close touch with the progress of this great campaign can fail to realize that it will play a large part in developing the spirit of cohesion which is rapidly welding the people of the United States into one huge community in which the community spirit is strong. We are rapidly acquiring a National soul and an International outlook—something this country has never had before.

While the seven organizations participating in this campaign should subordinate themselves absolutely to the good of the undertaking, it should be borne in mind that any attempt to lose identity will mean a loss of power. This identity should be retained as far as practicable and its influence used for the good of all concerned. For instance, the fact should be emphasized, in every way possible, that the American Library Association is throwing every ounce of its power and influence into the United Campaign. The great strength of the United War Work Campaign organization is to be found in the fact that it can commandeer workers from seven great National welfare movements.

It is natural and easy for the American Library Association to co-operate in this campaign for the reason that the normal attitude of librarians from start to finish is that of coöperation. Library War Service is founded on coöperation with other organizations. There is a philosophy underlying library work which is to be found in few other organizations. The relationship to other movements is unique.

Library leaders everywhere, bearing these facts in mind, should leave no step untaken to bring the full force of the A. L. A. into the United Drive, not only for the purpose of assisting the campaign, but in order that the fabric of our permanent organization may be strengthened and that we may be in a position to do better co-operative work when the drive is over.

To this end it is most important that the A. L. A. be prominently and efficiently represented on every committee which is appointed on behalf of the United Drive. In this connection please observe extracts from a letter issued by Dr. John R. Mott, Director-General of the United War Work Campaign, as follows:

It is desirable in building up your State Committees to keep adding names until you are quite sure, in the light of conference you may have with representatives of these organizations, that they are satisfied that it is an adequate representation.

I am glad to note that the practice is spreading of having in each State an Executive Committee composed of the Chairman of the State Committee and one representative from each of the seven organizations.

The national leaders of the other organizations are desirous, and properly so, that all of the chairmanships should not be held by the Young Men's Christian Association or any other one organization. In view of the fact that many of the chairmanships have practically been determined and that it may become difficult and most embarrassing to suggest changes, I have suggested the plan of our having in virtually every State where it seems desirable an Honorary Chairman. That would afford opportunity to put on a certain number of distinguished citizens who could properly represent the various organizations. I would hope that in each of the Departments of the country, even at this late date, you and your Department Chairman might be able to arrange matters so that at least one-fourth or one-third of the State Chairmen and State Honorary Chairmen might be men who would be regarded as representative of the other organizations, including, of course, Catholics and Jews.

I need not suggest that we must all constantly be studying ways in which we can make it clear to everybody that this is a United War Work Campaign.

If the full strength of the Library personnel throughout this country is to be brought into the United War Work Campaign, a well thought out plan must be adopted and followed. As you probably understand, the plan of organization for the United Drive provides for

State Organizations having supervision over District Organizations. (A district generally embraces from three to five counties.)

District Organizations having supervision over County Organizations.

County Organizations having supervision over Local Organizations.

The American Library Association State Leaders should follow a similar plan of contact for lining up A. L. A. workers. They should appoint

An A. L. A. Leader in each District who will have charge of mobilizing A. L. A. constituents for service on District Committees and who will also appoint the County A. L. A. Leaders. (In any State where the District Organization is omitted, the State Leaders will appoint direct to counties.)

The A. L. A. Leader in each County will mobilize A. L. A. workers for service on County Committees and will also appoint an A. L. A. Leader in each locality.

The A. L. A. Leader in each locality will mobilize A. L. A. constituents for service on Committees and Teams in that locality.

The duty of the A. L. A. State Leaders is to keep this line of communication unbroken throughout the campaign down to the individual A. L. A. workers in the local communities in order that the enthusiasm and support of the A. L. A. constituents may be developed to the highest degree and maintained.

It is of course understood that this plan is intended merely to recruit A. L. A. workers for service, and after they are enlisted they are to take their instructions from the officers of the United War Work Campaign.

## DO IT NOW

A great many Librarians are College Graduates. Your old college has its newspaper. Write to the editor. Tell him all you know about Library War Service and United War Work Campaign and ask him to print it.

## DO IT NOW



# Publicity Material Going Forward

## United War Work Committees Everywhere Will Soon Have Full Supply of Posters and Booklets

Shipments of publicity material—posters, booklets, leaflets, buttons and window cards—from United War Work Campaign headquarters to local United War Work Campaign committees are now beginning.

In these shipments are included the United War Work Campaign posters, United War Work Campaign pamphlets, United War Work Campaign window flags and buttons, all of which were fully described in No. 8 of "War Libraries," and in the same shipments and packages are included the posters for general outdoor display of the Y. M. C. A., the Y. W. C. A., the War Camp Community Service, the National Catholic War Council, the Jewish Welfare Board, the Salvation Army and the American Library Association.

These shipments of packages are addressed to your local United War Work Campaign committee. It is the United War Work Campaign committee that is responsible for putting up these posters in each community.

If the library organization is represented on the publicity committee of United War Work Campaign, as it should be, such representative should see to it that the library posters are put up and that none of them are left in storage. If there is no representative of Library War Service on any local United War Work Campaign committee, librarians should make it their business to see that the library posters are utilized and displayed just as the others are.

The same applies to the leaflets which are being shipped to local United War Work Campaign committees for general distribution. There are leaflets or booklets telling the story of each of the seven

organizations included in these shipments. Library workers should make it their business to see that the library leaflets get adequate and complete distribution during the campaign.

### Library War Service Publicity Material

The foregoing refers solely to items which are being shipped from United War Work Campaign headquarters to United War Work Campaign local committees. In addition to these United shipments there will be direct shipments from this headquarters to libraries of the following special library publicity material:

1. Rotogravure display sheets in three different sizes, 20x30, 15x20 and 10x15 inches.
2. Maps showing the distribution of Library Service, size 21x26 inches.
3. Book-marks for insertion in all books circulated so long as the supply lasts.

These pictorial sheets, maps and book-marks are not primarily campaign material, but are a part of the general publicity plan for Library War Service. Their use will, of course, aid in the money campaign. Their purpose, however, is as much for the continuing education of the public as to what Library War Service is and does, and particularly that part of the public which uses the libraries. The supply of these items is limited and their display and use therefore necessarily will be chiefly in and around the library buildings and should be continuous as long as the war lasts.

## Speakers for Campaign

A National Speakers' Bureau, consisting of representatives of the seven organizations, has been formed which will secure and assign to the important cities of the country speakers of national importance. A United Speakers' Bureau will also be formed in each department, State, county and city. Library speakers are being recruited and will be reported to State and departmental bureaus and may be available for assignment within those districts.

Applications for speakers should be made to the bureau of the city or county and by them will be forwarded to the State or department when the request cannot be filled locally.

There is now on the press a speakers' handbook, containing facts, figures, stories, anecdotes and information generally about Library War Service, a copy of which will be forwarded to every library as soon as issued. Additional copies, in very moderate quantities, may be obtained for the actual use of speakers, on application to Speakers' Bureau, National Campaign Headquarters, Library War Service, 124 East 28th St., New York City.

### KEEP IN TOUCH WITH YOUR LOCAL PAPER

The Public Library is a good news source in every city in the country. The editors want the news, but they don't always get it.

Keep in close touch with your local newspaper. Call the city editor on the 'phone and tell him about the exhibition of rotogravures you are about to have. Ask him to send a reporter to the library to see the pictures. Show the reporter the map that tells the story of Library War Service. Tell him in detail about Library War Service and the part your town is playing in it, and he will be glad to write about it.

Also, every time you hear something interesting about Library War Service—during the campaign and afterward—tell it to your friend the reporter. It won't be long before the reporter is making a regular call on you for news, and you should always manage to have something interesting to tell him.

## Panel Exhibits and Rotogravures

Unforeseen shipping conditions have made necessary a complete change in the schedules for the 27 Panel Exhibits. Practically every set has been delayed on the road three and four times beyond the anticipated period. Some apparently cannot be traced. This office is sorely distressed to be unable to improve the situation and to fill all of the promised engagements.

As rapidly as possible sets are being turned over to State leaders who will route the exhibits within State lines. Do not be surprised if your set does not arrive on schedule time. Keep the next Library advised and accept conditions as you find them. There are no extra sets.

Headquarters has been flooded with requests which it cannot possibly fill because of these conditions and the limited number of available exhibits.

Attention can only be called to the very attractive rotogravure sets which will soon be sent to every library in sufficient quantity to meet the usual exhibition needs. Library workers will be highly pleased with them.

### LOOKING A GIFT HORSE IN THE MOUTH

One of the results of the campaign for gift books last spring was an influx of reading material of the type which careful mothers take pains to remove from the environment of sixteen-year-old daughters.

That the gift horse had to be inspected carefully was demonstrated a number of times. To one camp library came copies of Zola's "L'Assommoir," Daudet's "Sapho," and De Maupassant's "Bel-Ami."

From the reading room in a church were sent copies of *Snappy Stories*.

An offer of a file of the *Undertaker's Review* was graciously rejected.

School readers antedating the Civil War were received.



## Pershing Congratulates A. L. A.

By direction of General Pershing, the postal franking privilege in the territory occupied by the A. E. F. has been granted to the Library War Service of the A. L. A.

This was done at the request of Mr. Burton E. Stevenson, in charge of distribution overseas, who is by this means enabled to forward any particular book from his Paris headquarters to any officer or enlisted man anywhere in France, free of postage, and the soldier can return the book also without postage when he has finished reading it.

This direct distribution is the capstone of the pyramid which Mr. Stevenson has been building, the foundation of which is the establishment of library branches and stations in the territory overseas wherever a building can be found to house them and a custodian to issue them to soldiers. Mr. Stevenson reports that more than 350 such stations have been established. They are in the huts of the Y. M. C. A., the Knights of Columbus, the Salvation Army, the Jewish Welfare Board and other civilian organizations maintaining huts, club houses, etc., for the benefit of our forces. Every *foyer du soldat* that serves American troops, the American University Union, the Soldiers' and Sailors' Leave Club and many other institutions have been equipped with book collections and many collections have been sent to officers and Army chaplains.

A letter received by Mr. Stevenson from the Commander-in-Chief of the A. E. F., on August 18th, contains this paragraph:

The Commander-in-Chief sends his congratulations upon the very successful work which you have thus far accomplished and which has been of real and substantial benefit to the members of the American Expeditionary Forces. He wishes your Association every success in its new campaign for funds to carry on and extend its activities.

## Movies for the Campaign

Ask your local motion picture theatre managers to put on one or another or all of the United War Work Campaign films.

Tell them to ask their regular motion picture exchange for these films. There is one big five-reel feature covering the work of the seven organizations, scenario by Rex Beach, directed by S. L. Rothapfel and released through the Goldwyn Pictures Corporation.

There is a two-reel film made by the Wharton Releasing Corporation.

There is another two-reel picture that will be distributed through the Mutual Film Corporation.

In addition the news release of the Universal, Pathe, Gaumont and Mutual companies, some 95 different films in all, will carry United war work material up to the close of the campaign.

There are short sections of film known as trailers attached to all the important dramatic releases that will be shown between now and the end of the campaign. Besides these, the Burton Holmes Travalogues, the Bray Pictograph and other regular features will carry many United War Work scenes.

Tell your local managers also to be sure to show the slides which are being distributed through the motion picture exhibitors' State leagues.

## WHO'S WHO IN THE CAMPAIGN

### NATIONAL COMMITTEE OF ELEVEN U. W. W. C.

Raymond B. Fosdick, Chairman. (Chairman of War and Navy Departments' Commissions on Training Camp Activities.)

Dr. John R. Mott, George W. Perkins, Y. M. C. A.

Mrs. Henry P. Davison, Y. W. C. A.

John G. Agar, James J. Phelan, National Catholic War Council.

Mortimer L. Schiff, Jewish Welfare Board.

Hon. Myron T. Herrick, War Camp Community Service.

Frank A. Vanderlip, American Library Association.

George Gordon Battle, Salvation Army.

Cleveland H. Dodge, National Treasurer.

John D. Rockefeller, Chairman New York City Campaign

### GENERAL COMMITTEE U. W. W. C.

(Committee of Thirty-five)

John R. Mott, Chairman

Miss Emma V. Baldwin, Secretary

Representing Y. M. C. A.:

John R. Mott

George W. Perkins

A. H. Whitford

Representing Y. W. C. A.:

Mrs. Henry P. Davison

Miss Ella Schooley

Miss A. Estelle Paddock

Representing National Catholic War Council:

John G. Agar

Hon. Victor J. Dowling

W. P. Larkin

Representing Jewish Welfare Board:

Mortimer L. Schiff

Walter E. Sachs

I. E. Goldwasser

Representing W. C. C. S.:

Hon. Myron T. Herrick

H. S. Braucher

H. M. Blair

Representing A. L. A.:

Dr. Frank P. Hill

Theodore L. Frothingham

Wickes Wamboldt

Bruce Barton

E. S. Brockman

Miss Mabel Cratty

Mrs. James R. Cushman

William J. Mulligan

James A. Flaherty

Jacob Billikopf

Harry L. Glucksman

William F. Edwards

Harvey J. Hill

Frank Parker Stockbridge

Miss Emma V. Baldwin

Representing Salvation Army:

George Gordon Battle

Col. William Peart

Col. William McIntyre

Col. Alexander M. Damon

Col. Gustav Reinhardsen

### EXECUTIVE COMMITTEE

of the General Committee, U. W. C.

Dr. John R. Mott, Chairman

Geo. W. Perkins, representing the Y. M. C. A.

Miss Mabel Cratty, representing the Y. W. C. A.

John G. Agar, representing the National Catholic War Council

Mortimer L. Schiff, representing the Jewish Welfare Board

H. S. Braucher, representing the War Camp Community Service

Dr. Frank P. Hill, representing the American Library Association

Col. William Peart, representing the Salvation Army

### SUB-COMMITTEES OF GENERAL COMMITTEE

War Chests:

George W. Perkins

Mrs. Henry P. Davison

John G. Agar

Mortimer L. Schiff

Hon. Myron T. Herrick

Frank A. Vanderlip

George Gordon Battle

Committee on Relation of National and State Councils of Defense to Campaign:

F. S. Brockman

H. S. Braucher

Dr. Frank P. Hill

Miss Mabel Cratty

Committee on Publicity:

Bruce Barton

Miss A. Estelle Paddock

Larkin S. Meade

Ellis Slatoff

William F. Edwards

Frank Parker Stockbridge

Elmore Leffingwell

### EXECUTIVE CABINET

Dr. John R. Mott, Director Gen-

eral

C. S. Ward

Harvey J. Hill

A. H. Whitford

Jacob Billikopf

F. S. Brockman

Miss Mabel Cratty

William Knowles Cooper

Bruce Barton

A. G. Knebel

Miss Emma V. Baldwin, Secre-

tary



# WHO'S WHO IN THE CAMPAIGN (Continued)

## DEPARTMENT OF FINANCE

George W. Perkins  
Mortimer L. Schiff

John C. Agar  
Raymond F. Brown, Secretary

## DIRECTORS OF DIVISIONS

C. S. Ward, Harvey J. Hill, Field Organization.  
A. H. Whitford, Special Groups.  
A. N. Cotton, Director Boys' Campaign.  
George Irving, Director Students' Division.  
A. E. Roberts, H. M. Blair, Directors Rural Division.

## CAMPAIGN DIRECTORS U. W. W. C.

Northeastern Department—E. N. Huntress, 80 Boylston St., Boston, Mass.  
Eastern Department—John W. Cook, 200 Fifth Ave., New York City.  
Southeastern Department—R. Hayne King, Peters Bldg., Atlanta, Georgia.  
Central Department—M. C. Williams, 108 So. LaSalle St., Chicago, Ill.  
Southern Department—G. S. Bilheimer, Southwestern Life Bldg., Dallas, Texas.  
Western Department—Lyman L. Pierce, 610 Flood Bldg., San Francisco, Cal.

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